



A Proposed Framework for Future Awareness Campaigns for Water Conservation in Egypt.



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1. Introduction

Water awareness campaigns constitute one of the foundation stones in water conservation policies in the urban areas among the countries in the around the globe. This is because water scarcity is one of the recent global environmental issues, which societies recently had faced in the twenty first century. Campaigns need to ensure that, especially when there is an alarm for water scarcity, awareness and conservation messages must be tailored to dominant water behaviors of the people. The message must be tailored with the best appeal and the best suitable execution style to meet the acceptance and the taste of the domestic people. This is very crucial stage in the social marketing awareness campaigns to be able to effectively alter the undesired behavior of the people. Also, one can benefit from information on past water awareness campaigns all over the some countries in the world. Thus, this study takes new approach for viewing culture's influence on advertising executions by exploring the preferences of audience.

This paper is trying to measure the success of the proposed message for the ads for the future water conservation ads in Egypt. This took place through online surveys asking the people in Egypt for their preference for the various execution styles and appeals in the ads for the future conservation ads in Egypt. Moreover, this paper shed the light on some social marketing campaigns through some countries of the world in changing the attitudes and behaviors for water's misuse.

As per Lee & Kotler (2015) Social marketing is recently defined as the use of marketing principles and techniques to create, communicate, and deliver value in order to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole. That is to say, Social marketing is the application of commercial marketing principles and tools where the primary goal is the public good. Moreover, Rundle-& McAuley (2011)

defined it as the activity and process for understanding, creating and communicating and delivering a unique and innovative offering to overcome a societal problem. The point is that what social marketing can do is to persuade people to believe that they are a part of the solution because it uses positive messages in a convincing way for the audience. The idea of social marketing is that it requires long term programs or campaigns to inform, persuade and motivate the audience to take the good action for the desired behavior in favor of the society's wellbeing.

Talking about the main focus of the paper, which is water conservation. Let's first present the problem in brief. Water is one of the foundation stones for the living things on all parts of the planet earth. And although water constitutes more than 71% of the total earth composition, yet is still vanishing, as it passes through continuous hydrological cycle such as, evaporation, precipitation, runoff (Kurunthachalam, 2014). In the same study of Kurunthachalam, (2014) it was mentioned that the despite earth's majority of the cover is filled by water, only 3% (of which 85% is available as glacier) of is considered freshwater and suitable for living beings to consume. On the other hand, without water, humans can survive only for days (Nicolaidis, 1998). And In another aspect, Water comprises from 75% body weight in infants to 55% in elderly's bodies (Nicolaidis, 1998). So, these numbers explain the concept of importance of water consumption and sustainability as although of the large presence availability of water, yet small percentage of it that can solely be used by the humans (Kurunthachalam, 2014). In fact, a central aspect of sustainability is widespread behavior change by the people; this will happen by educating them and showing them the real figures of drought around the world and which is endangering their home country in the future. And one tool to engrave the concept of water conservation is the use of social marketing awareness campaigns.

So, it is clear from the above definitions that social marketing is the branch of marketing that deals with the social wellbeing and behaviors of the target

audience for the benefit of themselves in the first place and the society as an end result. This can be best used in the water conservation campaigns as it is about making people aware of the real problem and to change their behaviors in relation to water consumption, in favor of welfare of the society.

2. Significance of the study

This research tackled the detailed steps of the social marketing campaigns. This research first tackled the difference between the regular marketing and the social marketing with the 6 level of stages of change in behavior. Moreover, this research asked the audience for their preference in the future awareness campaign ads for water conservation in Egypt. The survey asked questions about the preferred execution styles and appeals to make the projected awareness message more effective. Moreover, this paper tackled previous national water campaigns done by the governments or the CSR of the companies in some countries in Europe, USA, Asia, and Africa.

3. Theoretical Definitions

Social media: It is defined as “the web-based communication tools that enable people to interact with each other by both sharing and consuming information” (Nations, 2018). Another definition for social media Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of the contents by users “(Kaplan & Haenlein, 2010).

Social media platforms: it is a service or site or method that connects audience together virtually. This term is used here as Facebook, whatsapp and online dating apps (Kietzmann et al., 2011).

Social marketing is the use of marketing principles and techniques to create, communicate, and deliver value in order to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole (Lee & Kotler 2015).

Water conservation: refers to the preservation, control and development of water resources, both surface and groundwater, and prevention of pollution (Lee & Kotler 2015).

Water scarcity is defined as a water crisis where it is a situation where the available, unpolluted water within a region is less than that region's demand. The researcher found new some synonymous for the word water pollution, it goes as Water scarcity, water stress, water shortage or deficits (Liu et al, 2017)

Corporate social responsibility (CSR): Corporate social responsibility is defined as a business system that enables the production and distribution of wealth for the betterment of its stakeholders through the implementation and integration of ethical systems and sustainable management practices (Smith, 2011)

4- Literature Review

4.1 -Differences between the commercial marketing and social marketing

According to Lee & kotler (2015), there are some differences between the regular and social marketing in some points. First, in regular marketing, the firm is selling a product for the sake of a profit gain. In social marketing, there is an entity (sponsor or the government, or CSR) that is selling an idea to the audience. Hence, the main difference is a product versus an idea. Hence, the purpose in the regular marketing is gaining profit, yet the difference in social marketing is the wellbeing of the society. Second, is the price item is different in both types of marketing. In the regular marketing the price is the monetary amount of the product to be purchased. In the social marketing, price is the cost or effort and time the person is willing to sacrifice to change the unwanted behavior. This sacrifice can be psychological, or physical as trying to change the adapted habits for years, so defiantly it is not an easy task (Lee & kotler, 2015).

Third, is the place item is different on both marketing too. The place in regular marketing is the physical place where the products are sold. This can be a place in the market, a shop, a super market or even an online shop. On the other hand, the place in the social marketing is different. In our case here in this research the place is where water conservation will take place; home. To have a successful campaign, one has to go directly to the audience in the place they hang out or in the place they shop. Thus, the entity or the maker of the campaign is to better let the message reach the audience in their homes, the place of the behavior needs to be changed. Thus, the place has to be convenient for the audience as this is an already unwanted behavior that they would rather not to implement. In other words, it is not a product the customers are seeking and eager to purchase. It is an idea of different behavior from the ones they are used to, which is always perceived as difficult to implement and to be changed (Lee & kotler , 2015).

The fourth item is the promotion, which is mainly common in both the regular marketing and social marketing. Hence, the regular marketing tools are used such as advertising in TV, radio, magazines, and billboards. However, the paper is testing using the social media tool as a catalyst of the social marketing implementation. Fifth, the completion is different in both marketing . In the regular marketing the main competition is the similar product with little differences in features. However, in the social marketing the competition is the wrong behavior that needs to be changed. For example, in our case here, the main competition is the over use of water as this is the regular behavior that has been adapted for years and where one finds it difficult to change(Lee & kotler , 2015).

4.2- Steps of social marketing campaigns

According to Lee & kotler (2015), in theory, there is logical process to follow when developing a marketing plan- whether one for a for-profit corporation, nonprofit organization, or public sector agency.

4.2.1- Purpose and Focus

First step is Clarifying the purpose and focus for one’s plan. What social issue is this plan intending to impact, what solution will we focus and why (Lee & kotler , 2015) . The purpose is the benefit of the campaign which is in our case is “ saved water for Egypt”. The focus is the undesired behavior that one wants to change, which is “wasting water “in our case. A further step to support the focus and purpose is reading past campaigns and understanding their past strategies, which was done here in the paper by looking at different campaigns all over the world.

4.2.2- SWOT analysis

Second step is analyzing the current situation and environment (SWOT). In fact , Strengths are positive internal issues such as available resources, expertise, management support, agency reputation. On the other hand, Weaknesses are the

negative internal issue such as unavailability of resources, unavailability of expertise, lack of management support and bad agency reputation. Hence, Opportunities are positive external issue such as positive in cultural, natural, demographics, economic, political and legal forces. And, Threats are negative external that we should be prepared for such as negative in nature, demographic, political sudden uncontrollable changes(Lee & kotler , 2015).

4.2.3- Target Audience

Third step in the social marketing campaign is identifying the target audience of the campaign. Here we do the regular segmentation levels like the regular marketing which is demographics (deciding the target audience of the campaign from the aspect of age, income, gender, education, family size and nationality,etc).Other way of segmentation is the geographic one which indicates the place the campaign will take place in. Here in our case, the research is suggesting to be all over the 28 governorates since it will be through social media tools, however, this will make it more effective in the cities that Facebook is being used more. Shifting to the psychographic segmentation, which segments the target audience based on their lifestyle, how they spend leisure time, where do they travel, what do they value in life and their personality. The researcher is suggesting in the water campaign in Egypt to be done based on the personality to choose the Achievers who have goal-orientated lifestyles and commitment towards career and family. Successful people who are in control of their lives. These people, will like to save more water as they want to control their life. Also, one can choose the Thinkers who are Conservative, mature and motivated by ideals. They look for durability and functionality. These people will always want to fix their leakage pipes, as they like to have durable products saving money and effort. Also, one can choose Makers who are Practical people who have constructive skills and value self-sufficiency. Ex they like to build house, fix their cars, plant vegetables. So, they will want to use the minimum water to save it. And

indeed, the campaign will target the people who value money and would like to save more water for saving more money for their families in future. Also, the campaign will target the people who love the country the most, who will realize the problem of having drought soon if we didn't change the current consumption pattern of water.

In the behavior segmentation , in the social marketing it is done through the stages of change in behavior.

4.2.3.1-Stages of change in the social marketing

According to Lee & kotler (2015), they formed the stages of change model, also referred to as trans-theoretical model, describe six stages that people go through to change behavior.

First the Pre contemplation stage, it is where People at this stage usually have no intention of changing their behavior, and typically denies having a problem. These people I am “sound asleep”, they may have woken up and thought of the desired behavior one time in the past, but they have gone back to sleep. In the case of an effort to convince people to quit abuse of water , this segment is not thinking about quitting, , or they probably don't even consider their abuse of water usage as a problem, or tried once in the past to conserve water but decided not to try again (Kotler & Lee , 2012). The idea here is that this segment is taking the presence of water for granted and not feeling the hazards of its vanishing probability.

The second stage is the Contemplation stage, it is where People acknowledge that they have a problem and begin to think seriously about solving it. Or may have a want or desire and have been thinking about fulfilling it. They are “awake but haven't moved” .This segment of water abusers is considering quitting for any number of reasons but haven't definitely decided they will, have numerous considerations and concerns, and haven't taken any steps(Lee & Kotler, 2015). Thus, they are willing to do water conservation, but they don't know how to do it.

Furthermore, the third stage is the Preparation stage; it is where most people in the preparation stage are (now) planning to take action. And they are making the final adjustment before they begin to change their behavior. They are “sitting up and may be their feet are on the floor” (Lee & Kotler, 2015). In this segment, water abusers have decided to conserve it and may have told others like their friends and families about their intentions. They probably have decided how they will conserve it and by when.

Moreover, the fifth stage is the Action stage, it is when people most obviously modify their behavior and their surroundings. They have “left the bed” (Lee & Kotler, 2015). In our research case, they will be the people who stopped water abuse, or confront their fears. In short, they make the move for which they have been preparing. This segment has recently begun water conservation whether individually or inside the family. It may not be, however, a new habit yet.

Furthermore, the fifth stage is the Maintenance stage. During maintenance (individuals) work to consolidate the gains attained during the action and other stages and struggle to prevent lapses and relapse (Lee & Kotler, 2015). This segment has not had wasted water for perhaps 6 months or a year and remains committed to water conservation but they have to work at times to remind themselves of the benefits they are experiencing and distract themselves when “tempted” to relapse of the idea of the water abundance.

The final stage is the Termination Stage, it is the ultimate goal for all changer. Here, a former addiction or problem will no longer present any temptation or threat (Lee & Kotler, 2015). This segment is not tempted to return to water abuse. They are now “water conservers” for life.

So, it is clear from the above stages of behavior that the social marketing campaign for water conservation is to best target its tools towards the contemplation and preparation stages. As these are the ones who are willing to change their unwanted

behaviors and to adapt the new ones for the self and society wellbeing. It is clear that the other 2 segments of action and termination need also social marketing campaigns but later, just to remind them of keeping the good behavior. However, it is very clear not too begin with the pre contemplation segment as they aren't even thinking of changing their behaviors as they don't address their abuse of water usage as problem in the first place (Lee & kotler , 2015)

4.2.4- Objectives

Fourth major step in the social marketing campaign is establishing market objectives and goals. Set objectives and goals ;behavioral goal to accept such as taking showers in less time, or rejected behaviors such as having leaked pipes unfixed , or modify such as usage of water deeply for gardening , or abandon such as washing cars with water (Lee & kotler , 2015). According to Lee & kotler (2015) , they divided the objectives in three main parts . First , Behavior objectives , which is mainly something we want our audience to do, which in our case is to consume less water. Second, Knowledge objectives , which something we want them to know, it can be related to statistics, facts, and other information and skills your target audience. Here we try to find motivating facts or fearful facts. Here it is important to mention the statistics of using 5 minutes shower consumers 20 liters (Kurunthachalam , 2014). It was noted that people must be aware that 20 minutes of washing car or the floor take up to 720 liter water, while doing the same action with a mop or bucket and two buckets car washing method may require 41 liters of water (Kurunthachalam , 2014). It is important to note that people must be aware that turning on the taps while brushing, washing hands, shaving by running tap for 9 min require 81 liters of water while using mug requires only 3 liters (Kurunthachalam , 2014). So, basically here we are giving the audience facts and numbers about the desired behaviors.

And there must be an emphasis that Egypt is facing drought by 2025 (Dakkak, 2017) Third type of objectives is the Belief objectives which is something we want them to believe. Here we want the audience to believe that performing the good behavior will not be seen negatively by others In other words, people won't make fun of anyone who is trying to save water (Lee & kotler, 2015).

4.2.5-Barriers

Fifth major step in the social marketing campaign is the barriers and competing behavior (Lee & kotler, 2015). Here one must understand the psychological barrier that people keep wasting water, and the hidden reasons for not trying to save it. Is related to the idea of social norms that the people were brought up to certain consumption patterns and are not able to change such undesirable behavior as it became a habit? Or is it related that one takes it for granted and that the water will never be finished. Actually, water is always taken for granted since, we open the taps and always find water, and we are never exposed to past water drainage in the country.

4.2.6-Marketng mix

Sixth major stage in the social marketing campaign is understating deeply the marketing mix or the 4 ps.

4.2.6.1-Product

According to Lee & kotler (2015) the product is divided into 3 major parts. The Core product which is the benefit of the new behavior or the good results of the behavior. In our case, it will be the benefit of saving water from the economic point of view and national point of view. Second level is the Actual product which is the

specific behavior being promoted. It is what is required in order to achieve the benefits. So, in our case, we here specify that people need to change their consumption patterns of water through the daily usage such as taking less shower, fix the leaked pipes, use the grey water of washing vegetables for planting the garden, stopping washing the cars with flow of water and many other needed behaviors to be changed. Third level is the augmented product which is any tangible objects and services associated with the program. This level includes any tangible objects and service the social marketer promotes along with the desired behavior such as any good incentive like money or gifts, or any punishment like prison. So, here the researcher believes that in our case of saving water, it is better to have the punishment part such as increasing the price of the used water after certain consumption pattern. Or to have prepaid smart card for water consumption such as the one of the electricity, this makes sensible awareness of water consumption and the fear of finishing the quota and the hassle and the need to recharge it one more time (Lee & kotler, 2015).

4.2.6.2- Price

Price, The price of a social marketing product is the cost that the target market associates with adopting the new behavior. It is “The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.” (Lee & kotler, 2015). Hence, Adoption cost may be monetary or nonmonetary in nature. Monetary cost is most often related to tangible object and services associated with adopting the behavior. Here one wants to buy the controlling unit of the water flow in the taps, to have saving water flush. In fact, nonmonetary cost is more intangible that are associated with time, effort and energy in the form of psychological risk or physical discomforts to perform the behavior. Here in our case will be the physical discomfort of having showers in less time, the effort of thinking of changing behaviors and changing the social norms of water consumption.” (Lee & kotler, 2015).

4.2.6.3 Place

Place, it is about making it convenient to the target audience. Increasing the number and location of outlets (Lee & kotler, 2015). This can be done through much procedure, Moving outlets closer to target audiences and providing mobile unites that come to neighborhoods or worksites, such as the Venus moving cars selling the saving electricity lamps. Another alternative is offering the option of purchasing the water saving machines online. Indeed, another soothing procedure is providing pickup and delivery service to home or offices and Extending hours and days of the week. Talking about the spots of selling the water saving equipment, they must be having a good ambiance of a location, Reducing wait time, and Improving parking and increasing prominence of product displayed on shelves (Lee & kotler, 2015).

4.2.6.4 Promotion

Promotion, it is the persuasive communication designed and delivered to inspire your target audience to action. (Lee & kotler, 2015). One will be highlighting the water conservation benefits, features, and any association tangible objects and services. In fact, the promotion planning process includes four major decisions: Messages (what one wants to communicate to the audience), Messenger (who will deliver your message), Creative strategy (what you will actually say in the campaign and how will you say it). These parts include the execution styles and appeals. And at the end, the Communication channels (where and when the message will appear). Here one chooses the best medium to reach the target audience, and the best timing reaching them shelves (Lee & kotler, 2015).

4.2.6.4.1 The communicated message

According to Belch and Belch (2015), the message strategy refers to what is said in an advertisement, and the message execution or tactics constitute the manner in which the brand message is communicated. In fact, the message strategy is the plan for the production of the advertisement strategy encompasses both the objectives and the methods for achieving the advertising goals (Belch and Belch, 2015).

According to Dziegielewski (1991), there are some crucial requirements in designing maximally effective messages for fostering water conservation behaviors. First, the message should be vivid, precise and to the point. Second, the message should be delivered by a person, especially a respected friend or a colleague, is likely to have a greater impact on the decision making of the person receiving the message than impersonal information summaries. Third, consumers will react to a message only if it is perceived as emanating from a credible source. Research shows that the credibility of the source greatly influences the effectiveness of the message. Finally, the conservation message should be clear, specific and concise, and most importantly, it should clearly apply to the person receiving it. It must meet the intellectual level of the target audience.

4.2.6.4.2- Execution Styles

According to Belch and Belch (2004), Talking about the execution styles, first let's start by defining it which is the way the advertisement communicates its message. In other words, the creative execution style is the way a particular appeal is turned into an advertising message presented to the consumer. According to Belch and Belch (2015), the executional style refers to the manner in which an advertising appeal is used to communicate with the audience. It was proved that certain execution styles may be better suited to different groups in terms of evoking protective behavior (Terblanche, 2016). That is why this research examined the best

preferred execution styles and appeals that are more accepted by the target audience, to achieve the maximum results in change in behavior.

There are the different execution styles. First, Slice of life: this style shows one or more “typical” people using the product in a normal setting. It is called the problem/solution message. Hence, it depicts a social scenario where people discuss a specific problem, and then someone provides a solution in the form of the advertised brand. So, the researcher believes that the consumption pattern can be taught through this execution style. Second, dramatizations, this approach relates a short tale where the product serves as the main focus. It is a kind of a suspense story. Third, Lifestyle: this style shows how a product fits in with a particular lifestyle. Here the customers or the audience must see and feel the product while watching or listening to the ad.

Fourth, Fantasy: this style creates a fantasy around the product or its use “impossible is nothing”. Fifth, Mood or image: this style builds a mood or image around the product or service, such as beauty, or love. Sixth, Musical: this style shows people or cartoon characters singing about the product. Seventh, Personality symbol: this style creates a character that represents the product, the character might be animated “Mr. clean” or real “the Marlboro man”. Eighth, Technical expertise: this style shows the company’s expertise in making the product. Ninth, scientific evidence: this style present survey or scientific evidence that the brand is better. Tenth, as the straight-sell execution provides basic information about the brand without employing feelings or special tricks (Belch and Belch 2015). This type of execution styles best suits products that have high involvement. It is a debate whether this type of execution can suit the water awareness campaign or not.

Eleventh, the demonstration framework shows the actual working of the product. The advantages and ease of consumption of the product can be shown clearly, as well as the effectiveness of the product (Koekemoer, 2004). The researcher believes that this can be shown in the execution style in the awareness campaigns by showing

the audience that the water saving equipment such as the tap flow controller and the saving flush can be early installed and used. Twelfth, Animation execution, Animation, an approach that uses various animated characters to relate the brand. This type of message is growing in popularity (Arens, 2004). This type of execution style is best suited to meet the needs and intellectual levels of the children. Thirteenth, Comparison execution is where the brands are addresses in the ads in comparison to each other (Wells et al., 2006). However, this type of ads is forbidden in some countries including Egypt. Thirteenth, Testimonial evidence which features a highly believable or likable source endorsing the product (Belch and Belch, 2015).

The researcher is suggesting that one can use different execution styles in the ad campaigns of the water. First, one can use the slice of life, where the ad shows real households in their homes using less water. Also, the ads can have different people of different social classes to show different life styles of people saving water. Third, the ad can use musical to have a good rhyming and to make it more appealing to people. Finally, the ads can use technical expertise by getting an engineer to explain the level of water is decreasing and show measurements and in this case, it also using scientific evidence. So, here the ad will be showing how the water levels decreased than before and it will be said by a known engineer. However, these questions are addressed for the audience to answer and their preference will be the recommendations for the future water conservation campaign in Egypt.

4.2.6.4.3 Appeals

According to Belch and Belch (2004), the appeals are defined as “something that moves people, speaks to their wants or needs, and excites their interest. Hence, the appeal is “tone of voice” of the message (Belch and Belch 2015)

First, the Informational/Rational Appeals focus on the consumer’s practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and/or the benefits or reasons for owning or using a particular

brand. So, here the brain is deciding on changing behavior of water consumption based on the information, facts and benefits received. Here the ads can be in the form of imposing the fine or increasing the price of the over used liters of water. Rational appeals underline the facts, logic of persuasion and learning (Belch and Belch, 2015). There are a few characteristics of rational appeals, such as product/service quality, feature, economy, dependability, efficacy, efficiency, competitive advantage, health, durability, performance, favorable price, convenience and popularity (Belch and Belch, 2015). Example of using rational appeals in social marketing, such as being used health promoting messages provide the public with information about the issue, the vaccines times and the different types of treatments.

Second, the Emotional appeals relate to the customers' social and/or psychological needs for purchasing a product or service (Belch and Belch, 2004). A transformational ad is defined as "one which associates the experience of using (consuming) the advertised brand with a unique set of psychological characteristics which would not typically be associated with the brand experience to the same degree without exposure to the advertisement." So, here the target audience may be feeling well about themselves saving their national water for the coming generations of their own. Emotional appeal will enhance the consumers' emotional need and in fulfilling their psychological status (Belch and Belch, 2015). In fact, Social marketing campaigns often use emotional appeals in an attempt to encourage the public to engage in the desired behavior.

There are several types of emotional appeals. First, Personal appeal which is focused on emotions centered on the need for love, joy, self-esteem, happiness, safety, and family well-being (Belch and Belch 2015). Second, the most common emotional appeal is the fear appeal, Fear appeals trigger strong emotional reactions and are useful for attracting attention, and yet very strong fear appeal leads to message rejection (Belch and Belch, 2015). Moreover, a fear appeal is "threatening the

audience with harmful outcomes from initiating or continuing an unhealthy practice” (Donovan & Henley, 1997). It usually does this with messages that emphasize the possible physical harm or social consequence that would happen to the audience if they don't change their behavior. Hence, examples of fear appeals are; fear of loss of health, safety, and beauty (Belch and Belch 2015). Especially fear appeals are common in health areas as well as other areas such as energy conservation, accidents, recycling, fire control and crime control (Donovan & Henley, 1997). It was proved that the fear appeal will make the audience adapt the desired behavior. However, after certain level of the fear appeal, the coping response declines and the audience will reject the message (Tanner et al., 1989).

Third, another famous emotional appeal is the humor appeal, it is also often used as it is entertaining and memorable (Belch and Belch, 2015). However, the humor sometimes overshadows the message or the message wears out (Belch and Belch, 2015). Fourth, Social appeal which is focused on the individual need for recognition, respect, embarrassment, involvement, affiliation, rejection, esteem and status (Belch and Belch 2015).

Other general characteristics of emotional appeals are related to personal feelings such as fear, love, joy, affection, safety, security, nostalgia, sentiment, comfort, self-esteem, pride, sorrow And grief. And some social based appeals such as s recognition, status, respect, involvement, embarrassment, affiliation, rejection, acceptance and approval (Belch and Belch, 2015).

Hence, an advertising appeal is an approach that uses a type of message planned to influence the way the audience relates to what is being sold, or marketed . In order to reach the audience , the right appeal (tactic) needs to be used and that is based on the objective of campaign and the type of consumer being targeted. That is why, the research paper is having a survey asking the public in their own preferred

type of message that will be ensure that they can alter their undesired behavior in wasting water.

4.2.7- Evaluation

Seventh main step in the special marketing campaign is to develop a plan for evaluation and monitoring. Here one compares it to the original stated goals. One can form surveys to test awareness of water conservation (Lee & kotler, 2015)...

4.2.8- Budget

Eighth main step in the special marketing campaign Establish budgets and find funding sources (costs of advertising). Here one finds a sponsor for the campaign (Lee & kotler, 2015).

4.2.9- Implementation Plan

Ninth main step in the special marketing campaign is to complete an implementation plan, specific actions for the coming awareness stages of the campaign. For example, first year for awareness purposes and second and third years for sustaining this effort plus add elements to behavior change) (Lee & kotler , 2015).

4.3-Water Awareness campaigns all over the world

4.3.1-Water Awareness campaigns in Europe

Copenhagen with 1.3 million populations, in the 1960's, due to high population, the water was full of dead fish and can't be used by the human. However, nowadays the water is recycled and they purified the water for the human use. The government launched water-saving campaign called "*Max100*" and is close to reaching its goal of 100 liters per person a day (Stavenhagen et al, 2017). Again raising the prices of the water, helped to decrease the consumption of liters per person to 104

liters, which is close enough to their big dream of the 100 liters per person (Stavenhagen et al, 2017).

In **Spain**: It is proven that the change of behavior water conservation depends on the intensity or frequency of the ads of the campaigns, plus the increasing the prices of water usage in the county (March et al, 2015). Another major catalyst factor for the success of the awareness water campaign is the severity of the drought condition the country is facing. The point is that people are aware in general in this campaign done in **Spain** about water conservation, yet much personal water use still needs reduction. According to March et al (2015) 70% declared following conservation measures such as turning off the tap while brushing their teeth, operating washing machines and dishwashers at full loads, etc. Still, most of them spend more than 5 min under the shower.

4.3.2- Water conservation campaigns by the CSR of companies in Europe

IBM : "IBM's goal is to achieve annual water savings equal to 2 percent of total annual water

microelectronics manufacturing operations, based on the water usage of the previous year usage in

and measured as an average over a rolling five-year period". In 2013, a new water conservation

and ongoing reuse and recycling initiatives in IBM's microelectronics operations achieved an

Annual 3.2 percent savings in water use, resulting in an increasing the saved water over the five-year average of a 2.3 % which increased the dreamed goal of the saving of only 2%.

https://www.ibm.org/static/responsibility/cr/pdfs/IBM_CR_2013-full.pdf

4.3.3-Water Awareness campaigns in Asia

In **Singapore**, there was a recent save water campaign in 2019. This is a part of a national program that has been doing this campaign since the 1960s (Elangovan, 2019). Singapore has increased the tariffs on the water used by households, this has led to sharp decrease in water consumption per person 148 liters in 2016 to 143 liters in 2017 (Elangovan, 2019). In the same survey Elangovan concluded “Younger Singaporeans felt little urgency to conserve water as it is readily available in taps, while some participants felt that water scarcity may not be an issue”. The campaign reminded the people that in 2016, the water supply for each person decreased by 20 % (Elangovan, 2019).

4.3.4- Water conservation campaigns by the CSR of companies in Asia

Suntory Holdings Ltd. (beverage company in Japan Suntory aligned with The - Education Program for Nature and Water is designed campaign to teach the students in schools the importance of forests and water in 2014. “As of 2017, around 23,100 students and their parents participated in the program since it began in 2004. The other is a classroom activity provided by Suntory personnel and schoolteachers. Roughly 121,800 students at about 1,600 schools have learned about the water cycle and nature’s contribution to it through classes, videos and experiments as of 2017” (https://www.japantimes.co.jp/esg-consortium/2018/10/14/esg-consortium/water-conservation-efforts-home-abroad/#.XZuph_1MTMw, 2018)

4.3.5- Water Awareness campaigns in USA

Philadelphia the U.S. Environmental Protection Agency’s (EPA) announced that the City of Charlottesville earned a “Water Sense program “. This was the award in 2017 although the program started since 2006. Actually it helped consumers and businesses save more than 2.7 trillion gallons of water and \$63.8 billion in utility bills since the program started in 2006 with Water Sense labeled products. (<https://www.epa.gov/newsreleases/charlottesville-wins-creative-water-conservation-campaign>, 2018)

4.3.6- Water conservation campaigns by the CSR of companies in USA

In USA, **Colgate** had an international campaign around the world , it shows that almost 4 gallons of water get wasted when people keep the faucet running while brushing. Colgate advises that we can save 3,000 gallons of water each year by turning off the faucet while brushing. This ad campaign went viral and has garnered a whopping 10 million+ views on YouTube. (Bargh, 2018). According to a survey conducted by the firm, 58% of customers influenced by the campaign reported turning off the tap more often when brushing their teeth(Bargh, 2018).

4.3.7- Water Awareness campaigns in Africa

South Africa Western Cape: South Africa is a water scarce country, ranked the 30th driest country in the world with annual rainfall levels about half the world average. Many schools in South Africa have problems in their water systems(Booyesen et al, 2019). Then the government launched , “*Day Zero*” camping to make awareness that there is an urgent need of saving water due to the drought issues . The reasons of problems of water in schools include the follows: insufficient governmental funding, the lack of well-structured government policies, and a shortage of skilled maintenance staff at the schools. So, this campaign suggested a plumbing maintenance. This resulted in saving of 5000 R (332 \$) per school. The

once-off R1, 22 million (81,229 \$) spent on the 196 schools resulted in a monthly saving of R1, 90 Million (5,992,335 \$) (Booyesen et al, 2019)

4.3.8-Water conservation campaigns by the CSR of companies in Africa

Volvic, water brand by the French multinational company **Danone**, between 2005 and 2010; this was the ‘*1L=10L*’ (also called ‘Drink 1, Give 10’) campaign with UNICEF . The main idea was that for each liter of mineral water sold, Volvic [would provide] 10 liters of drinking water to village dwellers in Ethiopia’ (Danone, 2010a) and other African countries. (Brei & Bohm, 2013)

The **coca cola foundation** has specified \$2.9 million for water stewardship; 300,000 people will be provided with improved water systems, sanitation and education, conserving 7.2 billion liters of water. It is important to note that the majority of this water donation will be for the dry African countries. <https://www.csreurope.org/new-grants-coca-cola-foundation-will-spark-sustainability-efforts-six-continents#.XaEJcf1MTMw>

4.3.9- Egypt

4.3.9.1- Egypt: Numbers of water usage in Egypt

According to Dakkak (2017), Egypt has only 20 cubic meters per person of internal renewable freshwater resources, this explains that River Nile is considered its main source of water. The River Nile is the backbone of Egypt’s industrial and agricultural sector and is the primary source of drinking water for the population in Egypt is facing an annual water deficit of around 7 billion cubic meters. According to Alsherbini (2019) stated that “ Egypt’s annual quota of the Nile waters is estimated at 55.5 billion cubic meters. Water sharing among the 10 Nile Basin countries is regulated under a colonial-era treaty”. These 10 countries that share the Nile with are as follows: Sudan, Ethiopia, Eritrea, Tanzania, the Democratic Republic of Congo, Rwanda, Kenya, Uganda, Burundi and South Sudan (Samih, 2018). It was stated in

the same report of Samih (2018) that “The Nile provides Egypt with 94 per cent of its water resources. Another source of water is deep wells that yield 2.45 billion cubic meters per year”. In the same research , Samih (2018) stated that “The share of each citizen in the country’s water in 1995 was 1,000 cubic meters, but in 2017 this had fallen to 570 cubic meters”

According to Ismail (2018) “Egypt is facing a water deficit of 30 billion cubic meters; it annually needs at least 90 billion cubic meters of water to cover 100 million citizens’ needs. However, it currently has only 60 billion cubic meters, of which 55.5 billion cubic meters come from the Nile and just less than five billion cubic meters come from non-renewable subterranean water in the deserts.”

4.3.9.2-Reasons of water scarcity in Egypt

In fact in the last decades, Egypt has been suffering from severe water scarcity. According to Dakkak (2017) there are some reasons behind this result. First, the uneven water distribution among the 28 governorates of Egypt is not fair. Second, the misuse of water resources by the Egyptians is due to lack of awareness of the water's importance. Hence, water is taken for granted. Third, the inefficient irrigation techniques where not using the saving technicalities in the irrigating system. It is important to note that Egypt has more accessibility of water rain that is not used wisely for irrigation (Dakkak , 2017). This is due to the fact that Egypt receives less than 80 mm of rainfall a year, and only 6 percent of the country agricultural land, with the rest being desert, so no efficient use of the extra water(Dakkak , 2017). Fourth, the Rising populations will definitely lead to more water consumption. It is important to know that we have 4300 new Egyptians born every week, and it is expected to reach 110 million Egyptians in 2025 as already Egypt’s population has increased by 40% since the 1990s (Dakkak , 2017). It is important to note that the rapid population will put more pressure on the water demanded due to

more water requirements for domestic consumption and increased use of irrigation water to meet higher food demands(Dakkak , 2017).

Fifth, the rapid economic development in the countries of the Nile Basin like Sudan, and Ethiopia will lead to more consumption of water of River Nile, leading to less of the Egyptian quota for the water(Dakkak , 2017). As it is known that Egypt has more than 90% shares of the River Nile, due to colonial-era treaty , yet now days after the revolution in 2011, Ethiopia is taking more advantage and control of the River Nile(Dakkak , 2017). For a more serious step, Ethiopia is building its Renaissance Dam which will increase the amount of water for Ethiopia over Egypt's quota (Dakkak , 2017). Sixth, water pollution had led to less amount of qualified drinking water. Thus, these are just some of the major factors playing havoc with water security in the country, Dakkak (2017). Hence, the main source of drinkable water in Egypt which is the River Nile is facing a huge damage due to water pollution because of so many reasons such as municipal and industrial waste, the dumping of dead animal carcasses, and the release of chemical and hazardous industrial waste into the river (Dakkak, 2017). Seventh, the change in climate proved that “it is expected to bring an expected 20% reduction in rainfall and higher rates of evaporation that will make water scarcer in the Middle East” (Dakkak, 2017).

4.3.9.3-Water in the near future of Egypt

In fact, the United Nations is already warning that Egypt could run out of water by the year 2025 (Dakkak, 2017). By the year 2020, Egypt will be consuming 20 percent more water than it has (Dakkak, 2017). With the new global warming , where the climate conditions expected to get drier and heat waves expected to become more frequent and higher in degrees in the MENA region, Egypt must begin using the conservation of water techniques more seriously. Another forecasted statics of Samih (2018) stated that “According to the minister, by 2037 a single person's share of renewable water in Egypt is likely to decrease by 35 percent”

4.3.9.4-Using Social marketing awareness campaigns through social media

Examples of the social media used in Egypt are Facebook, Instagram, snapchat, YouTube, whatsapp , and Twitter. Yet, the researcher believes that every application is used by certain demographics in the country. For example, now a days the teens are using the instagram and snapchats more often than other apps. However, the adults are into the Facebook usage more, especially after the revolution in 2011 where it was believed it is one of the revolution's catalyst. The statistics declared that that over 2 million Egyptians joined the Facebook in the first 3 months after the revolution had ended. This is because it was said that the Facebook was a main agent in accelerating the fire in the Egyptian revolution in 2011 (Moubarak, 2011).

Yet, few people are using the Twitter in Egypt , and these are mainly the celebrities, politicians or normal citizens interested in the national and international affairs. Finally, the YouTube and whatsapp are used by all ages of people in the Egyptian society. According to a recent statistics of Ahmad (2017) & a research made on the media usage in Egypt, it was stated the following The Facebook users and Facebook messenger's users are almost 37 million, while the whatsapp ranks the second popular medium with 34 million Egyptian users. Third, comes the YouTube with 31.5 million Egyptian users. Fourth, is the instagram with 18 million Egyptian users. Fifth, comes Twitter for 1.7 million Egyptian users. And as said before that such social media usage requires internet, where the Egyptian internet subscription is almost 48 million subscribers with a 48% of the total population. Moreover, it is projected to reach 50.8% in 2018 (Ahmad, 2017). This is very promising as in this way , Egypt is reaching the global internet penetration number which is 40.8 %(Ahmad, 2017). Also, the smart phones users reached 26.3 million of Egyptians.

Thus, from the above numbers, it is clear that Egypt is the largest country in the Arab countries in the social media usage (Ahmad, 2017). That is why, it was chosen to be the geographic territory in this research and recommended to have a social marketing awareness campaign for water conservation through the most used social media tool; Facebook.

4.3.9.5 -Water conservation campaigns by the CSR of companies in Egypt

Sanofi Egypt : it held a water management campaign in Egypt that made sure the country is following high-Tech methodologies for water saving and control, ensuring water recycling programs are in place and decreasing consumption. During 2014, effective water recycling program was launched. Moreover, "2 more projects are being launched for new gauges and sprinkler system of irrigation, to help water reduction and limit the environmental waste of water".

Impact: there were 9600 liters of saved water per day during the water recycling program

https://www.sanofi.com/-/media/Project/One-Sanofi-Web/Websites/Global/Sanofi-COM/Home/common/docs/download-center/CSR_brochure_Egypt_2015.pdf

Majid Al Futtaim group: Mall of Egypt, City center maadi and City center Alexandria held a campaign to save the energy in Egypt. .Majid Al Futtaim websites were also switched to '*power saving mode*' during the hour to take practical part in the program . This campaign was mainly to help save electricity, yet it included some daily tips to encourage the Egyptians to conserve water, use less energy, plant a tree, reuse and recycle water .

<https://www.citycentralexandria.com/media-centre/earth-hour-2017>

The Egyptian food bank GROHE, the world leading German manufacturer of sanitary fittings,

: It launched a campaign *'Turn Water into Food'* . *'Turn Water into Food'* is the continuation of the Green Mosque program launched back in 2013 in Egypt where GROHE was able to save 5,000 liters of water". In 2013, , the amount of saved water was converted into food packs and roof plantation modules to be distributed to families in the greatest need during Ramadan and that is why the campaign was named *'turning water into food'*

5- Problem Statement

The goal of this study is to effectively show the preference of the audience for the message (through the execution styles and appeals) in the ads for the future water conservation campaigns in Egypt. It will also address the audience about the most accepted medium for the social marketing campaign for water conservation in Egypt. Furthermore, the researcher had an overview for some social marketing awareness campaigns for water conservation in some countries of the world

6- Research questions

1. What is the best social medium to be effectively used to create social marketing campaigns for water conservation awareness in Egypt?
2. What is the best execution style to be used in the social marketing campaigns for water conservation awareness in Egypt?
3. What is the best message appeal to be used in the social marketing campaigns for water conservation awareness in Egypt?

7- Measurements in the Research questions:

Social medium: this will be tested by having a comparison question between Facebook, instagram, and whatsapp as social media tools to create social marketing campaigns for water conservation in Egypt?

Execution styles: this will be tested by comparing the slice of life, life style, musical, dramatization, fantasy , testimonial and scientific evidence to create social marketing campaigns for water conservation in Egypt?

Appeals: this will be tested by comparing the rational appeal versus the emotional appeal in creating the message to create social marketing campaigns for water conservation in Egypt?

The scope of this study is limited to survey questions only and no ethnographic observations or experimental research are conducted. The questions of the best social. The study includes current forms of text based on electronic communication and concludes with the ways to use electronic communication between couples in a positive way.

8- Mythology of the study

This research was tested by having self-administered survey electronically. This is due to the widespread of the electronic communication. The information is based on the respondent's perceptions and doesn't try to independently verify the accuracy of these perceptions

9- Questions asked the respondents to reply in the form of multiple choice questions.

Through these exploratory questions and answers, the study attempts to use the answers of these 16 survey questions as recommendations for the future social marketing awareness campaigns for the water conservation in Egypt.

A tool for data gathering was using the structured survey questions using Likert Scales. The Likert scales were used to differentiate and identify the different levels of agreement on the researched topics. The answers were grouped where they begin with Strongly Disagree, disagree, neutral, agree and ending in strongly agree.

10- Ethical considerations

The online survey was conducted in this way to save financial cost and time of both the researchers and the respondents. The assumptions are that the participants are already logged to the internet and won't pay extra fees to reply to the survey. The survey results are kept anonymous and kept with confidentiality. A benefit of the web based survey is that the respondents are willing to answer the questions honestly especially when it comes to unfair usage or wasteful consumption patterns and behaviors, than when completing the survey in person.

11-Sampling

The goal of this research is to survey as many people as are willing to participate. This resulted in a convenience or available sample. An electronic survey was used to decrease the cost and be more convenient for people who encourage them to participate. The survey is offered to males and females ages starting 20 years old to 60 years old on Facebook, whatsapp, and email. They were told that the surveys will not take more than 10 minutes to answer. There was no personal connection to the survey, so anyone can reply. Therefore, anyone can answer the

survey. This resulted in a snowball sampling. Since, the survey was anonymously constructed, and results were kept confidentially, this may result in encouraging the people to answer the survey. The sample was mainly those who know how to read English , have social media platforms .

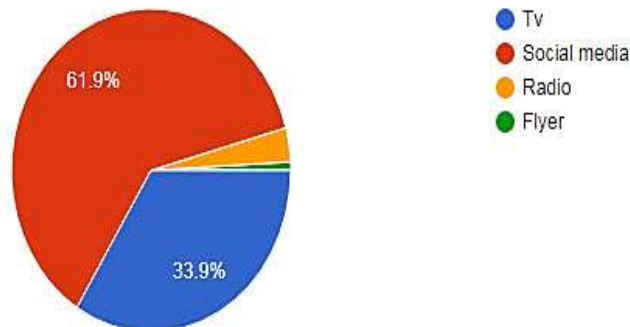
The online survey was answered by 118 respondents of both males and females. The females were the majority counting for 82.9% while the males for only 17.1%. This can be explained that some females have less working hours than males, or even some females are not working yet, whether they are stay home mums or females who didn't find jobs yet. The majority who answered this survey is in age of 21-26 years old by 25.4% of the respondents. This can be explained as it was distributed to the graduates of the faculty. This is a good indicator that the youth are keen enough of the future of the water in the country regarding the water conservation issue. The second major age of respondents is between 39 to 44 years old. This can be explained as they represent the friends and colleague of the researcher who are in the same age bracket. This age is a good indicator as they are the parents who will pass on this information for their children. Also, they can pass it on to their helpers in their household help from drivers and maids, since this survey as answered by the middle to high classes who know English well.

12-Research findings and analysis

12.1 Results related to the best social medium to be effectively used to create social marketing campaigns for water conservation awareness in Egypt

Graph 1

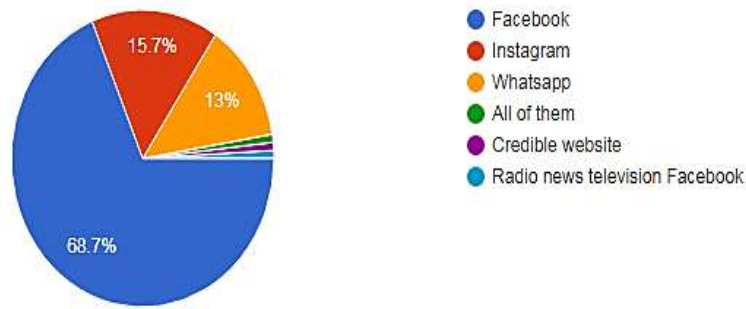
What is the best medium you would like to receive information and ads about water conservation?



As expected, the answers favored the social media over the TV for the water conservation campaigns. The results were 61.9% vs. 33.9% in favor for the social media. This is self-explanatory the social media is time consuming more than the traditional medium such as TV. This supports the previous statistics of Ahmad (2017) & a research made on the media usage in Egypt, where it was stated the following The Facebook users and Facebook messenger’s users are almost 37 million. Yet the percentage in favor of the TV is not a trivial percentage that can be ignored.

Graph 2

If social media is important to you as a channel, which one of the following would you like to receive the information and the ads about water conservation information ?

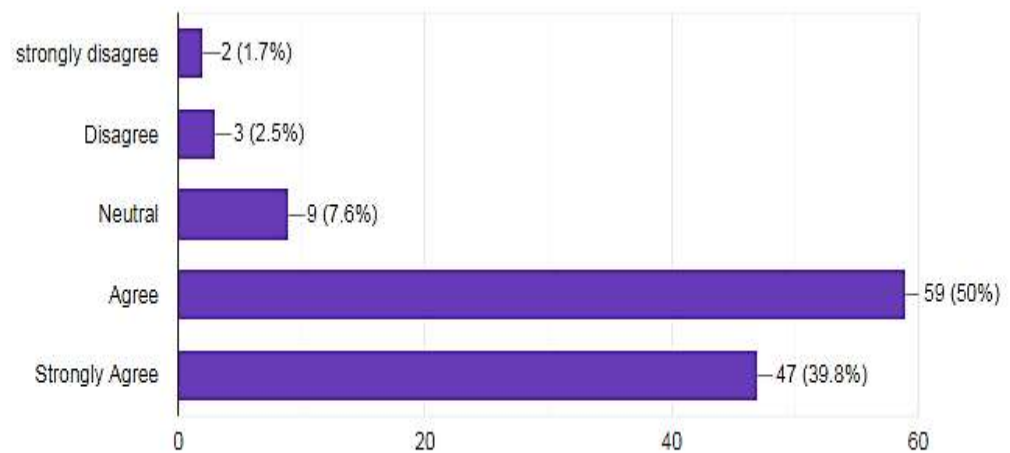


The answers of the respondents were in favor of Facebook as first option with 68.7% of the answers, followed by Instagram by 15.7% and the third place for WhatsApp for 13%. Based on a previous research of Mubarak (2011), the statistics declared that over 2 million Egyptians joined Facebook in the first 3 months after the revolution had ended. This is because it was said that Facebook was a main agent in accelerating the fire in the Egyptian revolution in 2011 (Mubarak, 2011). Facebook being the first ranked social medium agrees with the past research of Ahmad (2017) which stated that Facebook users and Facebook messenger's users are almost 37 million. However, this survey result of Instagram being the second place followed by WhatsApp contradicts the past research of Ahmad (2017) in the rank of Instagram and WhatsApp. As Ahmad (2017) stated that, WhatsApp ranks the second popular medium with 34 million Egyptian users. The researcher explains that Instagram jumped to second place passing WhatsApp as 7.6% of the respondents are from age 15 to 20 and 25.4% of the respondents are from age 21-26. And it is already known that Instagram is mainly used by the young people of the upper classes in Egypt, and again this survey was held in English for certain class of the youth in Egypt.

12.2 Results related to the best execution style to be used in the social marketing campaigns for water conservation awareness in Egypt

Graph 3

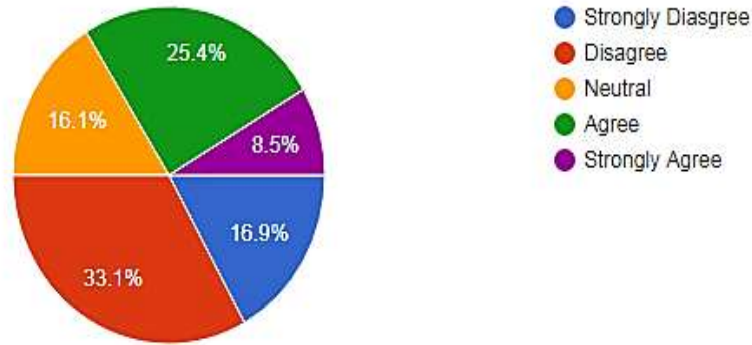
Would you like the water conservation awareness ads to be in the form of problem and solution and showing the real actions you can take to save water?



The answers were that 89.8% of the respondents agreed that they want to see the solutions for the problem of the water conservation in the ads. This means that slice of life would succeed by 89.8% if held as the execution style for the water conservation ads.

Graph 4

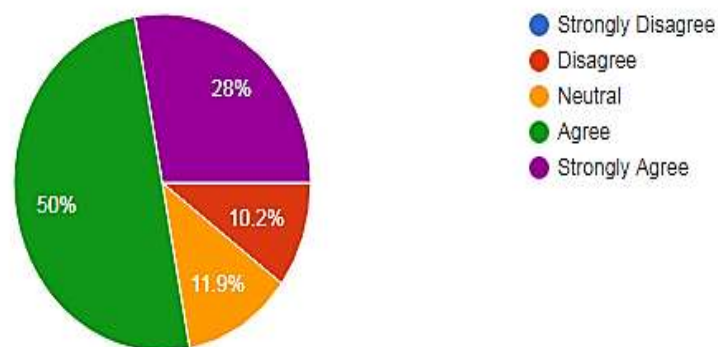
Would you like the water conservation awareness ads to be in the form of cartoons or people singing and having musical ad?



The results noted that 50% of the respondents declared that they reject having the water conservation ad in the form of musical or a cartoonish ad. This is self-explained as the minimum age answering the survey was 15 years old and 67% of the respondents aged from 33 to 56 years old. Yet, 33.9% of the respondents agreed for having the musical ad in the water conservation campaigns, and this is due to the fact that age 15 to 26 represent 33% of the respondents.

Graph 5

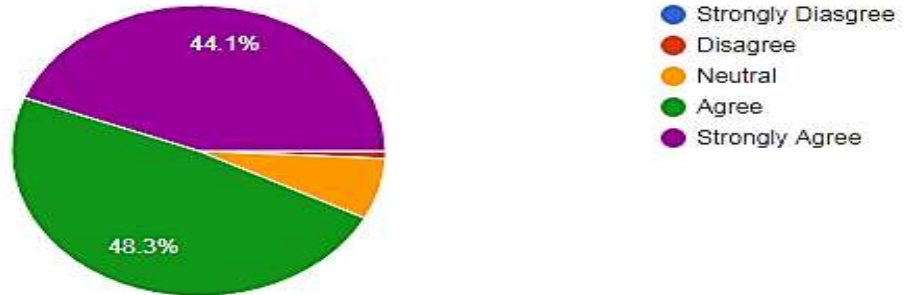
Would you like a technical expertise such as an engineer to appear in the water conservation ads and explain the water problem we are facing and show us some household solutions?



Actually 78% of the respondents agreed that they would love to have an expert or a technician who shows them how to easily adapt the household water conservation techniques. So , his means that the execution style of technical expertise will succeed in the water conservation ads in Egypt by 78%.

Graph 6

Would you like to have scientific evidence in the water conservation ads, that when we change our consumption patterns, water will be saved seriously?

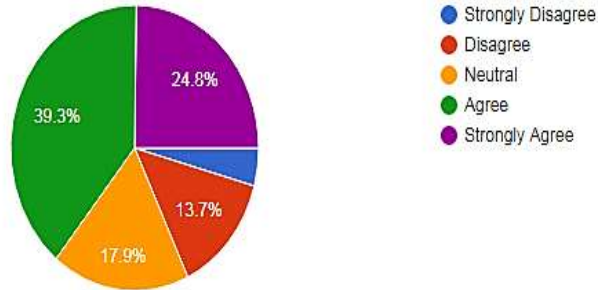


Actually this result noted that 92.4% of the respondents would like to have a scientific evidence of how the water conservation techniques helped in saving real water. This can happen through getting old numbers of the water reservoir, compared to the present one. Also, this can be done after the campaign is being held by some time, to show the audience how effective is their effort in helping the country of not losing so much water.

12.3 The Results for the best message appeal to be used in the social marketing campaigns for water conservation awareness in Egypt?

Graph 7

Graph



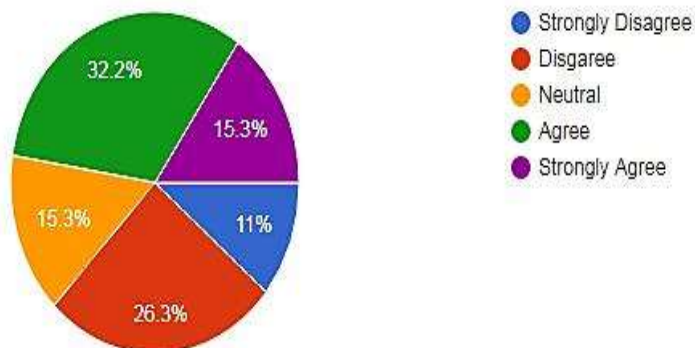
8

Would you like the message in the water conservation ads to be emotional and show love to our country and our next generations by saving water?

Actually the results noted that 64.1% of the respondents wanted to have an emotional level showing care and love to their country and for their next generations. While only 13.7% of respondents disagreed for having an emotional and love message in the ad.

Graph 9

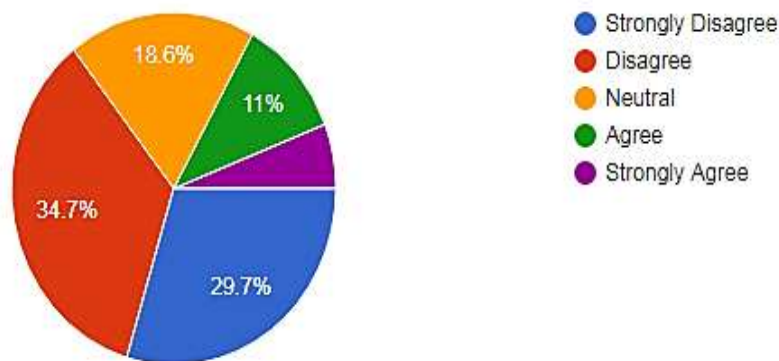
Would you like the message in the water conservation ads to be fearful and make you afraid while watching the ads ?



Almost 47.5% of respondents agreed for having a fear appeal in the water conservation ads. However, 37.3% refused having a fear message in such awareness ads. And still this is not a trivial number to be ignored.

Graph 10

Would you like the message of the water conservation ads to be humor and make you laugh?



Actually 62.4% of respondents disagreed for having a humor appeal in the water conservation ads and this is due to the seriousness of the drought topic of the survey. And only 16.9% agreed to have the humor appeal for the water conservation ads.

About the best medium used, it was mentioned that the majority 61.9% prefer the ads to be on Facebook and this was supported by the past research of Ahmad (2017) that the Facebook users has reached 37 million after the success of the 21011 revolution believing that it was one of its catalyst.

13- Research Discussion

First asking about the awareness of the real problem that Egypt may be facing the water drought by 2025 if the consumption patterns kept unchanged, the answers were 72.9% declared that they are aware of the future drought situation. So, the researcher believes that this is an opportunity as it is a positive external issue that the awareness level at the audience is high, and they may be interested by having more information on the water saving techniques and desiring and then action by really implanting in their houses. Thus this can be done through applying the AIDA model. Here the awareness will depend on the number of messages and the IMC campaign bombarding the audience. The messages should emphasize statistics and numbers about the water shortages in the country. The interest stage will be through having a suitable message for the audience that they will be interested in doing the saving water techniques and buying the saving water equipment. Here we must emphasize that most of the household consumption can be minimized. And that we need to protect the environment. We must emphasize here that individual actions do make a difference. The desire stage is by making the audience understand that they will save money through water saving techniques. Here we must try to reduce the purchase risk of the water saving equipment that they can be easily returned if not working well. And finally the action stage which is making the purchase process of the saving water equipment easy and found everywhere with the least price and effort. Also, at this stage we can emphasize the desired household consumption patterns such as closing the tap while teething and while bathing, taking a 5 minute shower, reuse of the grey water after fruits and vegetables washing for planting, stop washing cars with flow of water, and stop using the washing machines except when it is full and preferably to have one with economy program.

So, showing the feasibility of doing the the desired behavior in the ad was supported by 62% of the respondents believe that the water conservation behavior

can be altered through the message in the ads. Again in the other question, Facebook came the first preferred social medium over the instagram and whatsapp by 68.7%, 15.7% and 13% respectively. This result is explained that the instagram jumped in second place as 7.6% of the respondents are from age 15 to 20 and 25.4% of the respondents are from age 21-26 . And it is already known that the instagram is mainly used by the young people of the upper classes in Egypt, and again this survey was held in English for certain class of the youth in Egypt.

As for the execution styles, the scientific evidence was preferred by 92.4% of the respondents. The respondents wanted to have real solid scientific evidence of amount of water saved with their new consumption patterns. It can be done with having facts about the water numbers before and after. Thus, they need a proof of connecting the new saving consumption patterns with the real amount of water saved. The second preferred execution style was the slice of life by 89.8%. This can be done in the form of problem and solution scenario. This can be done through having the saving water equipment and how easily they can be installed and how water was saved after installing them. Thus, the ad can be showing that this equipment solved the problem wasting water. The third execution style was the technical expertise by 78%. Here it is recommended that any expert in the water filed or n engineer that appears in the ad as the endorser and explains to the public how they can use this equipment effectively and efficiently and how their consumption household patterns can be changed in favor of saving water. The fourth execution style was the mood was accepted by 71.2% of the respondents. Here the ad can be done to put the pubic in certain mood or to reflect certain image about the water conservation campaigns. And the fifth execution style was the symbol and cartoon character representing the ad. It was preferred by 67.4% of respondents. This can be done by associating certain image or symbol related to the campaign. This happened before in Egypt in the national campaigns for saving electricity through the boy and the orange cars of Venus. Also, it was done by 5757 cancer hospital through the old man giving instructions on the

daily hygiene actions to prevent cancer. And both campaigns were successful, so it seems this type of ads are preferred in the social marketing campaigns in Egypt. The sixth preferred execution style was dramatization which was preferred by 47.4% of the respondents. This can be done through having a drama, or a suspense story of the water drought that the country may face. The seventh preferred execution style was the fantasy and was accepted by 45.8% of respondents. This type of ad can be in the form of supporting the idea of nothing is impossible. This can be done through a story of the drought situation that Egypt may face and how our actions can prevent this from happening, so nothing is impossible. Finally, the only rejected execution style was the musical; it was rejected by 50% of the respondents. And this can be explained as the situation of the water drought is a serious problem that can't be tackled through cartoons or people singing a song.

Regarding the message, 90.6 % of respondents preferred the rational message. The rational ad can be in the form of giving statistics, facts, quality of the good pipes, some tips for household consumption patterns. In this type of ads, we must say the benefits of saving water for the audience personally and the country nationally. The second appeal was preferred was the emotional appeal .It was preferred by 64.1% of respondents. This type of ad can show love to the country and love to the next generations by saving water. It can show a mum teaching the desired consumption patterns to her kids in an emotional way. Talking about the emotional messages, the humor appeal was rejected by 62.4% of the respondents. The point is that the humor appeals attracts attention and is memorable. Yet, it can still wear out and make the audience doesn't want to watch the ads again as once one laughed, he won't laugh every sine time watching the ads. Also, the humor appeal can overshadow the original advertising message. Finally, the fear appeal was accepted by 47.5% of the respondents that they accept having a fearful message and the feeling of being afraid through the ad. However still it was rejected by 37.3% of respondents that they can't accept a fearful message. The idea is that as mentioned

in the literature review that the fear appeal can be accepted till certain level, which will later be rejected. Thus, after certain level of the fear appeal, the coping response declines and the audience will reject the message (Tanner et al., 1989).

14- Conclusion

It's crystal clear that a great percentage of the people know that Egypt is facing a drought in 2025 if the current water consumption patterns are unchanged. This is an opportunity to try to have the most effective message in the ads to be accepted for the audience. It is important to use the preferred media channels that the audience chose; they are Facebook, instagram and whatsapp in order. Still the TV was chosen by 33.9% of the respondents, so it needs not to be neglected when putting in consideration the options of the media placement. It is clear that the most preferred execution styles by the Egyptians for the water conservation ads are in order; scientific evidence, slice of life, technical evidence, mood, symbol and cartoon character, dramatization and fantasy. And the rejected execution appeal is the musical one.

As for the message, the rational message was preferred over the emotional one. So, the researcher is suggesting having different small ads, one with a rational message about facts and benefits of saving water. And another emotional ad for showing love to the country and our next generations by saving water. Also, the fear message appeal was preferred over the humor one. In fact, Consumer education of changing the consumption pattern is a simple and inexpensive means of economizing on water in the urban areas. Thus, there must be an emphasis that the water is a national treasure that must be effectively and efficiently saved, sustained and invested.

15- Limitations

The research was limited only to be collected through online surveys only through Facebook, whatsapp, and emails. It didn't use any qualitative research methods. Thus, focus group research if used, it would have enriched the results. Moreover, it was concentrating firstly on Facebook as a social medium and secondly for the instagram and thirdly for whatsapp. Many others social media platforms were not tested in the research. Furthermore, it also included the upper classes only who speak and understand English. Moreover, the survey was conducted in less than one week only due to the time constraints. Moreover, the paper tackled the water conservation only and not any types of energy conservation. Another limitation is that the researcher asked questions about certain execution styles and certain message appeals and not all of them

16- Recommendation for water social marketing awareness campaign in Egypt

The researcher is suggesting contacting the samples in the future for other qualitative research methods in the future. It is better also to use other demographics and psychographics of people in Egypt to have a full display of the real picture in the Egyptian society.

Tackling the research points of study, about choosing the best execution style, the researcher is suggesting having a combination of scientific evidence, technical evidence, symbol and slice of life. Here the ad goes in comparison that the saving water consumption behavior really affected saving the national water level in the form of before and after. This can be said by an engineer or a technical expertise. And there must be a shot showing how the saving water equipment solved the solution of the drought. And it's preferably to have a certain cartoon character that appeals to the people and to be a famous sign for the water conservation ads like the one of electricity.

The researcher suggests having a combination of rational and emotional appeals in the water conservation ads. The rational ones to first stage stating the facts, statistics, information on household water saving methods like taking a bath in less than 5 minutes, using grey water after washing the fruits and vegetables for planting, closing the tap and using a cup of water while brushing teeth, the women to use the washing machines when it hey are full or to use the economy program, not irrigating the gardens during the rain time and not washing the cars with flow of water. Also, the message can show the way of installation of the saving water machines and how user friendly, cheap and available they are. On the other hand, there can be an emotional ad that shows the love and care for the country and our next generations by saving water. Also, another version can be a fear appeal message showing an imaginary situation of Egypt in the drought and how people will be suffering then.

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